

INFORMATION LETTER

Not for
Publication

NATIONAL CANNERS ASSOCIATION

For Members
Only

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Wide Publicity is Indicated for Appert Birthday Event

Radio and television networks, newspaper and wire service syndicates and numerous other radio, TV, newspaper and magazine outlets will feature the 200th anniversary of the birthday of Nicolas Appert, the "Father of Canning" in programs on or about October 23.

The following publicity has already been given or promised, exclusive of that reported in the INFORMATION LETTERS of September 20, 27 and October 4:

Radio-TV—ABC network, "The American Farmer" program, October 18; Chicago's NBC Station WNBQ, on "Something to Talk About" TV program, date not yet announced; material released by USDA Radio Section to 530 directors of radio farm program and to some 400 women's radio and food column editors; NBC network, "Three-Star Extra" program, date not yet announced; local CBS station in Washington already has used story in news program entitled "Once Over Lightly"; CBS-TV network, Claude Mahoney program, will interview Martha Gazella of N.C.A. Testing Kitchen, October 22; CBS-TV, regional network out of Washington, Mark Evans program, will interview Secretary Carlos Campbell, October 22; NBC local Washington radio program, Nancy Osgood, will interview

(Please turn to page 277)

Room Reservations for 1953 Convention

N.C.A. members are urged to send to the Association their requests for hotel room reservations for the 1953 Convention if they have not already done so. Forms were supplied to the membership August 1 and several have not been returned. To complete the housing program it is desired that all room request forms be promptly sent in. It is important to indicate whether or not it is desired that the rooms be pre-registered.

Frank Gerber Dies

Frank Gerber, 79, Chairman of the Board of the Gerber Products Company, Fremont, Mich., a past president of the National Canners Association, and perhaps the last of those canners who were associated closely with the late Frank Gorrell in the determination of the guiding policies of N.C.A. during its formative years, died early October 7 at Gerber Memorial Hospital, Fremont. Mr. Gerber had suffered a hip fracture two years ago, which had prevented business and association travel, but he had reported daily at his office up until three weeks before his death.

His name is outstanding in canned baby food development, of which he was a pioneer and prominent leader.

In Association work his record was outstanding on many fronts. He will be long remembered for organization activities and as a respected reconciler of opposing views. His voice in the establishment of sound policies for the over-all conduct of the N.C.A. was commanding. He was especially a leader in labeling matters, chairman of the first N.C.A. Labeling Committee, established in 1935, and a continuously active member of that group until his death. He was in the forefront of development of a constructive descriptive labeling program for the Association and despite his calm and temperate demeanor on all occasions was one of the most vigorous opponents of imposition of mandatory grade labeling.

In World War I, Mr. Gerber was prominently involved in N.C.A.'s close cooperation with the Food Administration on matters of canned foods supply and his leadership in that connection was recognized when the membership made him first vice president of N.C.A. in 1917, and 1918, and president in 1919. His term was notable for leadership in expansion of the research laboratory programs, for wide extension of consumer educational programs, and for the solution of the many problems that accompany



FRANK GERBER

reconversion from war to peacetime economy.

Recently he had displayed great interest in and had offered valuable advice on the N.C.A. plans to commemorate the birthday of Nicolas Appert, the "Father of Canning." He authorized the Gerber advertising and publicity divisions to utilize the Appert theme in their national TV network show, in advertising copy, and by means of a special article in the Gerber house organ. Mr. Gerber was a co-signator with Mr. Gorrell of a previous official N.C.A. testimonial to Appert's contribution sent to France in 1919 and displayed there for many years.

The roll call of his N.C.A. commitments and activities is too extensive

(Please turn to page 277)

PUBLICITY

Parents' Magazine

"The Family Food Section" of the October issue of *Parents' Magazine*, edited by Blanche M. Stover, is entitled "Easy-Does-It With Canned Foods." There are 7½ pages devoted to information, menus, recipes and charts presented in an interesting and direct manner.

The introductory page carries a color photograph, showing the opened cans and jars of 11 popular foods. Miss Stover says in her introduction: "The homemaker who uses canned foods regularly and wisely can feed her family well and economically today. Canned foods are packed by experts under carefully controlled conditions to preserve nutrients, flavor and color. They are a good buy regardless of season because there is no waste, they are cooked and ready to serve, and their retail price has not risen in the same proportion as most other foods."

The first article, "Canned Foods For the Carriage Trade," begins: "Most parents will agree that nothing is too good for their baby. They are greatly concerned that their baby's food be the best."

"The manufacturers of baby foods are equally concerned over the health and well-being of their young patrons. From soil and seed control through regular rechecks of baby foods in storage, their primary concern is safeguarding quality."

The second article, "4 Family Dinners Featuring Canned Foods," has four menus and eight recipes featuring 19 canned foods. About these, the author says in her subtitle: "Many women like to use canned foods with a minimum of additional preparation. Others prefer to use them as ingredients of interesting recipes."

Eight questions that are popularly asked by homemakers have been answered in the short article, "Canned Food Quiz—Do You Know the Answers?"

Another article, "Add A Gourmet Touch With Canned Foods," begins: "It takes little time and little money to add zest to everyday foods with inexpensive canned products. For example, think of all the ways just four canned foods—peas, pimientos, button mushrooms and peach halves—can add flavor and interest to family meals." Miss Stover given her readers ten ideas for using these four canned foods to dress up menus.

"A Guide To Buying Canned Foods," given in chart form is part of the article "Be Smart. Read the Label to Help You Buy Wisely." The author says: "Fasten this chart on the inside of the cupboard door where canned foods are stored. It will serve as a guide in buying canned foods, a help in planning the number of servings from each can and as a handy reference when recipes refer to can size by number, weight or volume."

"Family Lunches for October" and "Family Food Shopper," regular monthly features of *Parents'*, also feature canned foods. "Our family lunch calendar for October offers 23 different menus using expected good food buys for the month, including more than 50 canned products."

DEFENSE

CMP Reg. 6—Construction Using Controlled Materials

CMP Regulation 6, governing self-certification of controlled materials for commercial construction, was amended by the National Production Authority October 3. However, the quantities of steel, copper and aluminum, and the dollar limitations on expenditures for industrial construction under the order remain unchanged.

Under CMP Reg. 6, if a canner's requirements for a canning factory or warehouse, for example, do not exceed the dollar limits for each project and the specified amounts of controlled materials for each quarter, he may continue or commence construction and may certify to suppliers to obtain the limited quantities of controlled materials and other construction materials.

Under Revised CMP Reg. 6 of October 3, the dollar limitations for each project continue to be \$100,000 on expenditures for building equipment and materials and \$200,000 on purchases of production equipment and machinery. The amounts of controlled materials permitted under self-certification each quarter remain 25 tons of carbon and alloy steel including all types of structural steel (not to include more than 2.5 tons of alloy and no stainless steel), 5,000 pounds of copper and copper-base alloys, and 4,000 pounds of aluminum.

For any project requiring more than these limits, a canner must apply to the Production and Marketing Administration, USDA, for materials.

Can Order, M-25 Amended

NPA's can order, M-25, as amended October 2, permits increases in tin plate coatings for many canned food items and decreases none.

Among changes made by the new amendment are the following: Tomato sauce—1.25 plate permitted for both bodies and ends of enameled cans, 1.25 for bodies and .25 for ends of plain cans; beef and other gravies—.50 for both bodies and ends; baby food (dry, powdered carbohydrate)—.25 for both bodies and ends; soup and soup bases (liquid, cream of celery and cream of mushroom)—1.25 for bodies, .25 for ends; spaghetti with meat balls—1.25 for both bodies and ends of enameled cans, 1.25 for bodies and .25 for ends of plain cans.

The amendment also permits the use of cans now for the packing of certain products previously omitted. These are: Quinces, artichokes, corn-on-the-cob, parsnips, corned beef and cabbage, and rice (processed).

Another provision permits .25 pound electrolytic tin plate where black plate had been specified for soldered parts. This change benefits 21 dry food items.

The use of 1.25 pound hot dipped tin plate for the bodies of scored cans for the packing of meat products as listed in Schedule 1 of M-25 will be permitted.

The use of .50 pound electrolytic tin plate in the soldered parts of all five-gallon square cans and for drawn fittings which are attached to cans by soldering will now be permitted.

Full text of the amended order, effective immediately, appeared in the *Federal Register* of October 3.

Structural Steel Allotments

Allotments of structural steel for the first quarter of 1953 were announced October 1 by the Defense Production Administration.

Allotments are limited to the advance allotments already made for the first quarter, and, DPA said, reflect the loss of steel production caused by the steel strike.

"The only new starts permitted in industrial expansion, commercial and municipal construction, will be those directly essential to defense."

Allotments of structural steel for allocation by claimant agencies include 6,300 tons for the USDA for the first quarter, as compared with 7,200 tons for the fourth quarter and 10,500 tons for the third quarter of this year.

Allotments of structural steel according to industry divisions of the

National Production Authority include 11,040 tons for agricultural machinery and implements for the first quarter of 1953, as compared with 14,720 tons for the fourth quarter and 18,400 tons for the third quarter.

Frank Gerber Dies

(Concluded from page 275)

for publication. It began with his initial service as a member of the Board of Directors in 1911 and was continuous for 41 years thereafter right up to his death, at which time he was a member of the Administrative Council and of the Labeling and Conference Committees. In the interim he had served as vice president and president, as noted above, and on 18 different committees, many of them as a repeater and frequently as chairman. He was president also of the Michigan Cannery Association from 1914 to 1917.

Mr. Gerber was born January 12, 1873, in Douglas, Mich., but grew up in Fremont, representing a third generation of Gerbers in business in that community. His father, uncles and grandfather were closely associated with the development of the community, having been active in the lumber, tannery and later the canning industries there. Frank Gerber attended college at Valparaiso, Ind.

In 1901 he took over cannery management at Fremont, becoming a member of the board of directors in 1903 and treasurer in 1906. On the death of his father, in 1917, Frank Gerber became president of the company, in which post he served until 1946, and was its board chairman up to his death. He was recognized as founder of the Fremont Canning Company, which became the Gerber Products Company in 1941. It was in 1928 that baby foods were introduced and Mr. Gerber became a national leader in that field. In addition to activity with the state and national canning associations, Mr. Gerber had served as member of the board of directors of the National Nutrition Foundation.

He had held many local offices also, having been president for many years of the old State Bank of Fremont and of its Board of Directors, a former vice president of the Fremont Lumber and Fuel Company, member of the Fremont Chamber of Commerce, of the Christian Science Church and a life member of the Masonic Lodge. His death occurred in a hospital on the site of the former home of his parents, bequeathed to the town of Fremont at their death in 1917.

Funeral services were held on the afternoon of October 9 at the Fremont Community Building and were attended by many nationally prominent in the canning industry, among them Executive Secretary Carlos Campbell of N.C.A.

Survivors are his son Dan Gerber and his wife (Mrs. Frank Gerber died in 1937), five grandchildren, a sister, a nephew, three nieces and two aunts.

Appert Anniversary

(Concluded from page 275)

Howard Smith of Research Laboratory, October 23.

Newspaper Magazine and Wire Service Syndicates—Associated Press feature service has special story filed October 7 which includes fill-ins on canned foods supply to armed services; North American Newspaper Alliance requested and received on October 3 special 1,000-word feature story; United Press Feature Service special writer already has distributed Appert article filed October 1 and published in many of the UP subscriber papers; Science Service Syndicate has written special 1,500 word article, distributed to about 400 of their subscriber papers; Sunday magazine *Parade* has scheduled page feature in October 19 issues of their 32 metropolitan newspapers and has sent the Association advance proofs; *New York Times* Sunday magazine for October 19 will carry feature containing special fill-ins supplied by N.C.A. Division of Statistics; *Pathfinder* magazine will use feature, date not yet announced.

The above represents only a progress report of material used or promised. Other examples are anticipated. The N.C.A. Information Division has been feeding background material into numerous of these and other outlets over the past several weeks and has been giving direct assistance to special writers and broadcasters, with copy pointing to the great public service values that have grown out of Appert's original finding.

Such material also has gone to N.C.A. members and to nearly 30 food trade associations that are conducting Appert publicity efforts of their own. Reports indicate that from these special and individual efforts a considerable volume of publicity and advertising has been booked since last publication. The *LETTER* will publish a recapitulation and listing of all publicity programs derived from member, other association and N.C.A. direct contacts and activities in a future issue.

Background material is still available from the Information Division to those members and associations that have not yet requested such assistance.

STANDARDS

Grades for Canned Grapefruit

Notice is given in the *Federal Register* of October 4 that the Production and Marketing Administration proposes to revise the U. S. standards for grades of canned grapefruit (sections) that have been in effect since January, 1943.

STATISTICS

Season Average Prices for Cherries for Processing

Following are preliminary season average prices per ton received by growers for sweet cherries and sour cherries for processing during 1952, as reported by the Bureau of Agricultural Economics in its *General Crop Report* on September 30:

Sweet Cherries			
State	1951	1952	
		(dollars)	
New York.....	176	140	
Michigan.....	182	130	
Washington (all).....	290	160	
Washington (canning).....	296	165	
Oregon (all).....	238	144	
Oregon (canning).....	300	165	
California (all).....	318	178	
California (canning).....	350	205	

Sour Cherries			
State	1951	1952	
		(dollars)	
New York.....	124	102	
Ohio.....	141	118	
Michigan.....	138	118	
Washington (all).....	130	138	
Washington (canning).....	134	138	

In these tables, "all" refers to all forms of processing; not to sales for fresh market.

The Vegetable Situation—1953 Outlook

Current wholesale stocks of canned and frozen vegetables, and forecasts of the 1952 commercial packs indicate a reasonably well-balanced supply-demand situation, according to the 1953 outlook reported by the Bureau of Agricultural Economics in *The Vegetable Situation*. With continued strong demand ahead for 1953, carry-over stocks of canned and frozen vegetables at the beginning of the 1953 pack year are expected to be of only moderate size. In this event, processors probably will set their sights in

1953 at about the same total production as in 1952.

Since indicated production of the processing crops of beets, tomatoes, and possibly also cabbage for kraut this year falls substantially short of the quantity originally indicated as intended by processors, it is likely that they will seek an increased production of these next year, according to BAE. Preliminary indications are that the aggregate 1952 pack will be about 15 to 20 percent smaller than the 1951 pack, reflecting smaller total requirements this year.

Prices—"Prices for canned and frozen vegetables from now on until mid-1953 are expected to remain generally close to current levels," said BAE. Wholesale prices for frozen vegetables in general were shown to be lower than a year earlier. Retail prices of canned corn in August were slightly higher than a year earlier but for the 1952 pack season are expected to average no higher than last year, BAE said. Retail prices of canned peas and canned tomatoes were lower this August than a year earlier. However, prices of canned peas probably will advance at least up to last year's level in view of the smaller pack, it was stated. The outturn of other packs also needs to be watched as the figures become available, for indications of other exceptions to the general outlook, the report stated.

Following is a summary of the 1953 outlook of vegetables for processing as reported by BAE:

Peas—Wholesale and retail prices of canned peas, which until recently showed some signs of sagging, are now expected to strengthen and be sustained on a level at least as high as in the 1951 pack year. Per capita consumption probably will continue on almost as high a level as in the 1951 pack year, with a downward adjustment in carry-over stocks, and with some further advance in consumption of frozen peas.

Corn—Although carry-over stocks of canned sweet corn were extremely low both this year and last, the large prospective pack of canned sweet corn indicates that total supplies will be considerably larger than a year earlier, and prices at retail are expected to be significantly lower.

Asparagus—The 1952 pack of canned asparagus of nearly 4.6 million actual cases is not quite 8 percent below the record-large 1951 pack, but larger than any prior year's pack. Total stocks of canned asparagus are somewhat larger than a year earlier, and it is estimated that total supplies will meet demand at fairly stable prices at least until the 1953 pack season.

Sweet potatoes—Some increase in production of sweet potatoes in 1953 over 1952 is likely, and prices to growers in that event would decline sub-

stantially from the record highs received for the 1951 crop, BAE says. However, the 1953 crop is not apt to be large enough to bring prices much below the average for the past two years. The same economic factors which tended to limit the expansion in sweet potato acreage this year will be in the picture again next year. Some of these factors occur every year, others will change as economic conditions change. These factors include: favorable opportunities in alternative crops such as cotton, the difficulty in meeting high labor requirements of sweet potato production and harvest, the problems of disease and insect control which seem to intensify with increasing commercialization, and the generally high level of employment and prosperity in the south which removes to some degree the necessity of growing sweet potatoes as a home food crop.

Dry edible beans—Continued strong demand for dry edible beans in 1953 is expected to result in further reduction of carry-over stocks to minimum levels, according to BAE. The agency states that prices in 1953 will be substantially higher than a year earlier. Among the major types of beans, prospective supplies this season are in a surplus position only for baby limas. Of most major types, supplies are considered barely adequate. Some minor types will be in short supply.

The carry-over stocks of dry beans at the beginning of the 1952-53 crop year are smaller than a year earlier

by about 2 million bags or nearly 30 percent. Adding estimated imports and the below-average 1952 crop, the total supply for this crop year is indicated to be smaller than a year earlier by about 3.6 million bags or 16 percent.

In part due to the higher prices expected for the 1952 crop, exports of dry beans in the 1952-crop-marketing year probably will fall off sharply from the level of the last two years. Sizeable government-held stocks still on hand probably will be largely moved out this season, which will tend to prevent much rise in prices for dry beans until such stocks are gone. Farmers in 1953 again will have alternative crop opportunities particularly in wheat, which will again tend to limit the bean acreage.

The market for dry beans next year probably would absorb a larger crop than we are likely to get in 1953.

The USDA *Vegetable Situation* also reported on carryover stocks from the 1950 and 1951 packs of canned vegetables. To these data the N.C.A. Division of Statistics has added a 5-year average (1947-51) for canner carryover stocks of these products. The total carryover stocks in canners' hands this year was approximately three times the abnormally low 1951 carryover but only 39 percent above the 1947-1951 average. The table combining the USDA and N.C.A. figures follows:

VEGETABLES	Canners Carryover Stocks		Distributors Stocks		
	1947-51		July 1		
	Avg.	1951	1952	1951	1952
			—thousands actual cases—		
Asparagus	301	506	846	1,361	1,281
Beans, green and wax	990	1,396	2,453	4,197	3,588
Beans, lima	377	707	728	1,510	1,114
Beets	583	1,471	1,962	1,919	1,467
Catsup and chili sauce	3,257	633	6,518	2,182	3,069
Carrots	538	343	217	545	489
Corn	2,284	373	428	6,086	4,485
Peas	4,124	1,111	4,740	5,252	5,796
Tomatoes	1,391	66	1,727	2,233	4,558
Total	14,146	6,695	19,639	25,285	25,827

TABLE OF CONTENTS

	PAGE		PAGE
Death		Defense	
Frank Gerber dies	275	CMP Reg. 6—construction using controlled materials	276
Association Activities		Can order, M-25 amended	276
Wide publicity is indicated for Appert birthday event	275	Structural steel allotments	276
Convention		Standards	
Room reservations for 1953 convention	275	Grades for canned grapefruit	277
Publicity		Statistics	
Parents' magazine	276	Season average prices for cherries for processing	277
		The vegetable situation—1953 outlook	277